

Company history

Lesson code: DA2L-N7ND-NQPC

ELEMENTARY

1 Key words

Match the terms on the left with the definitions on the right:

- | | |
|--------------|---|
| 1. import | a. a location of a business, but not the head office |
| 2. a branch | b. the amount of a product that people want to buy |
| 3. increase | c. to become bigger |
| 4. expand | d. to bring products from another country to sell in your country |
| 5. go public | e. to go up |
| 6. demand | f. to offer shares on the stock market for the first time |

2 Starbucks

Listen to the history of Starbucks and answer the questions below.



- Where did Starbucks open its first branch? _____
- When did Starbucks open its first branch? _____
- When did Howard Schultz join the company? _____
- Which city did he visit? _____
- When did Starbucks go public? _____
- How many branches did Starbucks have in 1992? _____
- Where did Starbucks establish its first cafe outside North America? _____
- How many branches did Starbucks have in 2012? _____
- How many countries did Starbucks operate in? _____



3 Past simple

Put the verbs in brackets in the past simple. They are all regular.

Starbucks opened (open) its first branch in Seattle in 1971. But you couldn't drink coffee there. It imported (import) and sold coffee beans to restaurants and cafes. In 1982, Howard Schultz joined (join) the company as the Director of Marketing. He visited (visit) Milan on a business trip. He was very impressed with the Italian espresso bars and coffee culture, so he decided (decide) to copy the idea in Seattle. Coffee bars quickly became popular in Seattle. In the early 1990s, the demand for coffee increased (increase) and Starbucks expanded (expand) in North America. In 1992, the company went public. It had 165 branches. In 1997, Starbucks established (establish) its first cafe outside North America, in Tokyo, Japan. In September 2012, the company operated (operate) 9405 branches in 60 countries all over the world.

Now write the correct irregular past simple forms of these verbs:

1. can - _____
2. sell - _____
3. become - _____
4. go - _____
5. have - _____

4 The history of Apple Inc.

Work in pairs. Student A, look at the text and complete the questions about the missing information. Student B, look at page 3 and complete the questions. Ask your partner the questions and complete your text.

Student A

Steve Jobs and Steve Wozniak established Apple in _____ (1). They built their first personal computer and sold it for \$666. In 1977, they introduced the _____ (2). The Apple II had colour graphics and a disk drive. In the 1980s, Apple made more computers, including the Macintosh in _____ (3). In 1985, Steve Jobs left Apple and started his own company. In 1986-1993, Apple produced _____ (4), including a digital camera and CD player. In 1996, Steve Jobs returned and he became CEO in 2000. Apple introduced the iMac in 1998, the iPod in _____ (5) and the iPhone in 2007. Today, Apple operates 394 stores and employs _____ (6) people all over the world.

1. When did Steve Jobs and Steve Wozniak establish Apple? (Steve Jobs and Steve Wozniak/establish)
2. What in 1977? (they/introduce)
3. When the Macintosh (Apple/make)
4. What in 1986-1993? (Apple/produce)
5. When the iPod? (Apple/introduce)
6. How many people today? (Apple/employ)



Student B

Steve Jobs and Steve Wozniak established Apple in 1976. They built their first personal computer and sold it for _____ (1). In 1977, they introduced the Apple II. The Apple II had _____ (2). In the 1980s, Apple made more computers, including the Macintosh in 1984. In 1985, Steve Jobs left Apple and started _____ (3). In 1986-1993, Apple produced some unsuccessful products, including a digital camera and CD player. In 1996, Steve Jobs returned and he became CEO in _____ (4). Apple introduced the iMac in 1998, the iPod in 2001 and the iPhone in _____ (5). Today, Apple operates _____ (6) stores and employs more than 70,000 people all over the world.

1. How much did Steve Jobs and Steve Wozniak sell their first computer for? (Steve Jobs and Steve Wozniak/sell)
2. What? (the Apple II/have)
3. What in 1985? (Steve Jobs/start)
4. When CEO? (Steve Jobs/become)
5. When the iPhone? (Apple/introduce)
6. How many stores today? (Apple/operate)

5 Your company

Talk about the history of your company.

